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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Education Builds Credibility With Your Prospects

By Craig Valine

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If you're in a sales position of any sort, or you're a customer or client of someone "selling" you, you know that the most common response to an objection or concern from a salesperson is to cut price.

I know. I've been "in sales" since the age of eleven. And, when it got tough to sell what I had to offer, the very first thing I did was cut the price on the very thing of value I was offering.

It wasn't that I didn't think what I was offering was valuable. It was that I just never thought to give the "reasons why" they would benefit from what I was offering.

Well, I'm here to tell you that if people percieve you as being like everyone else, all they have to go on is comparing price.

The job then, is to educate your prospects on the enormous value you deliver. Otherwise, it seems, you're just another company delivering another commodity product or service.

The secret to establishing value for your product or service and building credibility with your prospects and customers is simple: Tell the truth.

* If your product or service costs more than your competitors, tell them why. It will create value that they didn't see before.

* If your product is made with a stronger material than your competitor's, tell them why. It will let them know that your product is more durable than your competitions.

* If your guarantee is longer than the competition, tell them why. It will show that you truly believe in your product and are willing to stand by it no matter what.

* If you're having a private sale for existing customers, tell them why. It will show them how special they are and how much you care about them.

* If you do business differently than anyone else in your industry, tell them why. It'll show that you're not just another commodity and copy-cat business.

* If you're selective about who you'll do business with, tell them why. It'll revere them as special and increase their confidence in doing business with you over and over again.

You see, it's very simple. Educate them. Tell them the reasons why, and you become not only the leader in your field of expertise, but you become the resource that your customers want to follow and respect.

How many businesses you do you know that actually tell you the "whole truth" about a product or service or special they're offering? Not many. And the one's that DO explain the "method to their madness," are the one's that are very successful.

Honesty and education breeds credibility and trust. Avoid being vague when you communicate an offer. The truth and nothing but the truth will help you become the business leader you know you can be.

Craig Valine is the publisher of the The AwfulMarketing Alert Newsletter, "Where you learnGOOD marketing strategies by looking at those who do it really BAD."To subscribe his free newsletter, go to:<http://awfulmarketing.com/ezinesubscribe.htm>

How A Few Simple Strategies Can Explode Your Income!

By Al Martinovic

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If you are involved in an mlm or affiliate program, there are some important strategies you should be employing to achieve the best results.

First, you need to create your own website about the opportunity you are promoting as you are limited in what you can do with the website given you by most programs.

Second, Get your own dot-com! It will give you credibility and show that you are serious about your business. You can get one for under \$10 these days.

Now, the most important part of your website should be the sales copy!

You can use the A.I.D.A. or M.A.G.I.C. formula as a guide to creating sales copy for your website.

A.I.D.A.

A – Attention – Get the prospects attention.

I – Interest – Build interest. Inform the reader.

D – Desire – Stress the benefits.

A – Action – Close the sale.

M.A.G.I.C.

M – Magnetize your headline.

A – Attack the inner most desires of your reader.

G – Generate credibility (ex. testimonials, why they should buy from you and not competitor)

I – Interest your potential customer (How they will benefit from purchasing your product)

C – Closure (Give them call to action) Tell them what to do. Tell them to order your product. Give solid guarantee.

Third, you need to Capture Email Addresses!

Put a form on your website to have prospects join your mail list. Try placing it close to the top of the page as through my own experimenting I find it brings better results.

Many times prospects will visit your site and not buy or do what you want them to do. They may be short on time, or be pre-occupied at the time etc. Just don't let them leave your site without at least

trying to get their email address!

By having a "Join Our Mail List" form on your site, you can at least try to capture their email address

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and follow up with them.

Once a prospect joins your mail list you can then use what's called an Autoresponder which will have pre-set messages that you already created sent to them automatically.

Use at minimum 7 to 10 messages in your autoresponder to follow up with your prospects.

Another simple technique that I use that builds my mail list is to offer something for free in exchange for their name and email address.

It is a great technique for building your mail list in a hurry! It could be anything for free from an ebook, a "how to" course etc.

The point is to build your mail list. Then earn trust and gain credibility from the prospects on your list by letting your personality show through and by offering good information. In turn your prospects will be more receptive to buying or doing whatever it is you are offering.

These are some simple strategies you could be employing with any program that you are associated with.

And over time, you will notice your program working for you, instead of you working for your program!



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